

Newsletter: Digital Transformation

Welcome to the first Business Newsletter from Emark Analytics!

This edition is fully dedicated to the topic of Digital Transformation.

The topic encompasses such a wide range of topics that we could easily write multiple books on it but in this short newsletter we are focused on a few simple strategies related to strategic vision and people that can help you save time and money in your digital initiatives.



Very simply, **a clear strategy + empowered people = outcomes with higher value.**

That is of course more easily said than done but in this newsletter we will support you by

- Defining Digital Transformation and which **key elements lead to success**
- Sharing our blogs where we explore some often overlooked **ways that digital initiatives create value**
- Offering **simple, practical tips and tools** that increase focus on common outcomes, excitement for change and buy-in from the people who are the cornerstone of the change

As a long-time CFO of a financial services company I oversaw very important aspects of the digital transformation of the company and I am very happy to share with you some of the things that led to our success.

Angeline Corvaglia

Chief Operating Officer & Digital Transformation Lead

What do we mean by Digital Transformation?

It is a set of technological, cultural, organizational, structural and managerial changes resulting from the introduction of Digital technologies that allow a company's' decisions and actions to be driven by data.



It is obtained by

- following a **clear strategic vision** supported by strong leadership
- building on **quality**, comprehensive data
- Adopting **simple and agile processes & organization**
- investing in **people**
- **Maximization of technologies** in use
- Working towards **well-defined expected outcomes**

Looking for the Real ROI

Sometimes the return on Digital initiatives is easy to spot in the form of a direct increase in business, reduction in costs or a reduction of staff.

In some cases it isn't quite so easy because there is higher efficiency achieved but costs aren't lowered and business isn't directly increased. Under these circumstances ROI can be much harder to identify.

At least 50% of the real value behind the Digital initiative is something else completely. It comes from changed behaviors that lead to better knowledge of the company and its market, products and customers.

MORE ON THIS TOPIC HERE: [ROI](#)

From Magic to Practical Use

People who see a BI tool with great visualizations for the first time often react in a similar way: "Wow! That's beautiful. It looks like magic!"

While that might be a nice thing to hear about the tool, it can actually translate to "Wow! That looks beautiful but I can't imagine what it could do for me practically."

That's where awareness and education come into play. It isn't just a nice visualization. It is a way to take your data and make it much more accessible and understandable, easier to explore and, in the end, easier to monetize.

MORE ON THIS TOPIC HERE: [MAGIC](#)



STRATEGIC VISION: SIMPLE TIPS FOR KICK-STARTING DIGITAL TRANSFORMATION

Value Engineering Roadmap

- Increase focus on highest value initiatives by organizing them by the specific strategic goal that they support and comparing their potential added value to the cost & time needed for implementation

High-level process definition aligned to the strategy

- Assure that everyone's efforts are aimed at the same expected outcomes by creating high-level processes that show the target way of working at the end of initiative

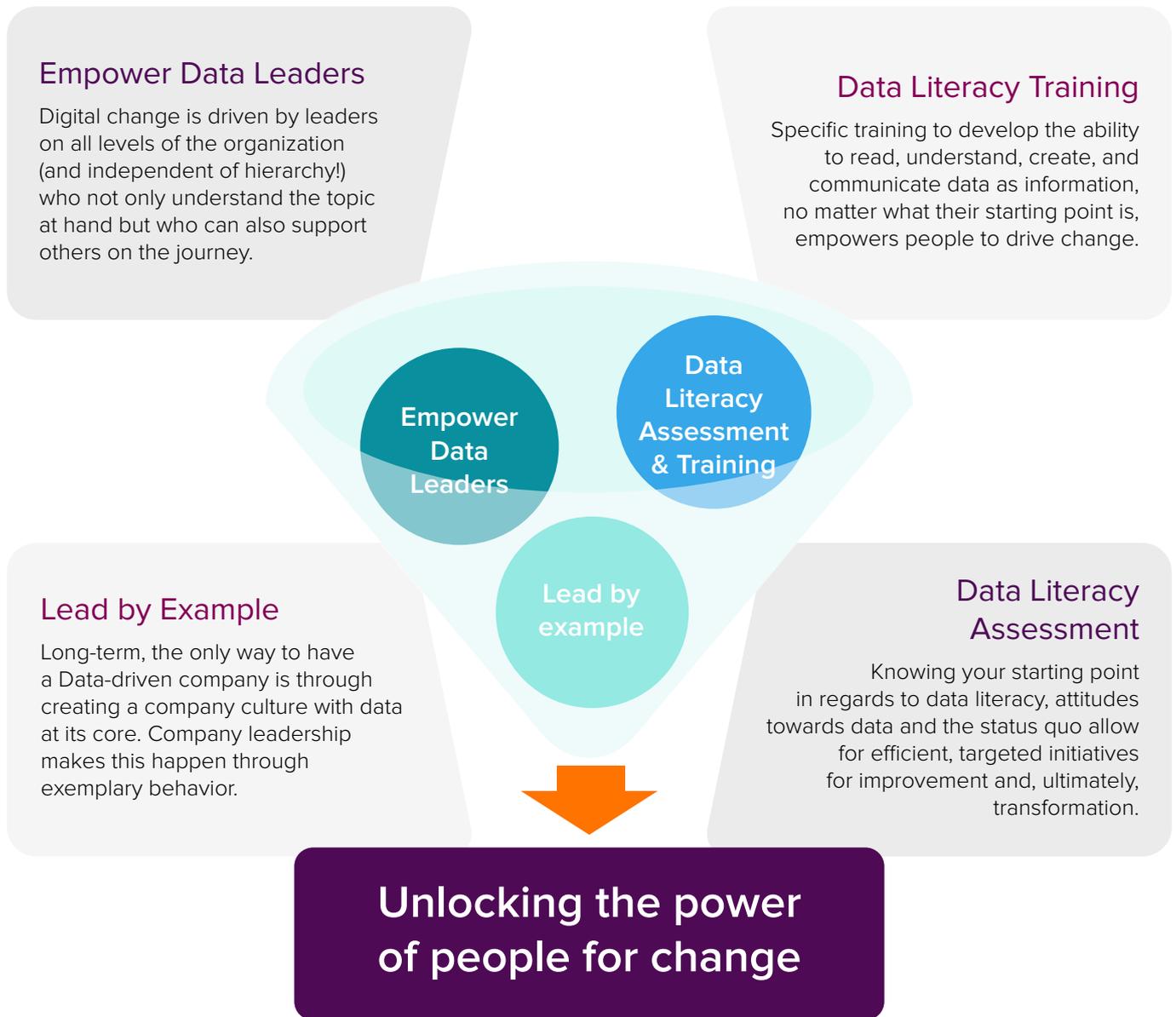
Small, regular outputs to create excitement & curiosity

- Intensity interest & excitement for change through generating a series of small, regular outputs that help people understand what exactly the new operational model is and how it will benefit them

KPIs to clarify expectations & behaviors

- Guide understanding and behaviors for what is expected with the new way of working through KPIs and goals, both quantitative and qualitative

PEOPLE: SIMPLE TIPS FOR UNLOCKING THEIR POTENTIAL FOR THE DIGITAL AGENDA



Interested in Digital Transformation? Emark has a number of tools to support you, for example through the execution of the **Data Literacy Assessment**, **Value Engineering**, **Target Process Definition**, **Digital Maturity Assessment**, **Data Literacy Training**, **definition & implementation of KPIs**, or **Coaching of Data Leaders**.

See the Emark website for more materials: [EMARK Digital Transformation](#)

Let's talk...
Please contact me for a personalized discussion

Angeline Corvaglia

Email: corvaglia@emarkanalytics.com

Tel: +420 702 090 535

